

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
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Consumer Service Division Promotes Use of Canned Foods

Personnel of the N.C.A. Consumer Service Division made a number of appearances in the past week to promote the use of canned foods in homes and institutions.

The Director of the Division, Katharine R. Smith, while in Cleveland for the meeting of the Ohio Canners Association, was a special guest on a television show and radio program for homemakers. Others of the Division visited and conferred with professional home economists in various cities.

Miss Smith was a guest on the Alice Weston television show on WJW-TV on November 26. The demonstration featured the type of quickly prepared meal that is so much in demand at the present time. It was brought out that the many women who carry two jobs, young homemakers raising small children, and the increasing number of women who are active in community projects are all requesting recipes and menus for good tasting, nutritious, and easily-prepared foods.

The complete meal, which was demonstrated, consisted of hot tomato juice appetizer, a tuna-corn main dish served over hot chow mein noodles, parsley buttered potatoes, a salad of asparagus spears and pickled beets, and a cherry upside-down cake.

Miss Smith was a guest November 27 on the Eleanor Sands noon radio
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N.C.A. Staff Take Part in State Canner Meetings

N.C.A. staff personnel took part this week in the annual conventions of the Ohio, Georgia, and Michigan canners.

Miss Katherine R. Smith, Director of the Consumer Service Division, spoke to the Ohio Canners Association on new techniques in educating the consumer; Nelson H. Budd, Assistant Secretary and Director of Information, reported to the Georgia Canners Association on the Consumer and Trade Relations Program; and Robert B. Heiney, Assistant to the Secretary, addressed the Michigan
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Entertainment Patterned after Famous TV Productions Will Open General Sessions of the 50th Convention

Special entertainment—15-minute skits built in the style of current top-rated television presentations—will open the morning programs at the N.C.A.'s 50th anniversary Convention, February 16-19, at the Conrad Hilton Hotel in Chicago, according to an announcement by A. Edward Brown, Chairman of the Convention Program Committee.

To be patterned after "You Asked for It," "You Are There," "The Big Surprise," and "The \$64,000 Challenge," the entertainment in the hotel lobby and meeting room is designed to open the delegates' eyes and produce a wide-awake and attentive audience for the top-flight two-hour edu-

cational and serious sessions that will follow.

The N.C.A. version of "You Asked for It," Saturday morning, February 16, preceding the Annual Meeting, will present Miss Canned Food of 1907, Miss Canned Food of 1957, and the Futuristic Miss Canned Food.

On Sunday morning, preceding the general session on Research, the program "You Are There" will offer a dramatization of the beginning of the canning industry. The award of the historic grand prize by Napoleon Bonaparte to Nicolas Appert, marking the formal start of the canning industry, will be reenacted.

Monday's contribution, a version of "The Big Surprise," will introduce the Raw Products Session. With the assistance of Miss Canned Food of 1907 and the Futuristic Miss Canned Food, a time capsule presumed to have been buried in 1907 will be opened and the predictions of 50 years ago will be made public.

Finally, on Tuesday morning, N.C.A.'s "\$64,000 Challenge" will present experts in the field of marketing and sales who will startle the canner audience with their mental prowess.

Research Committee Reviews Lab Work, Plans Newsletter

The research programs of the Association's Laboratories and their technical services to members were reviewed by the N.C.A. Committee on Scientific Research, which met at the Washington headquarters on November 26 and 27 to hear reports, advice on future plans, and prepare budget recommendations for 1957.

Better communications between the Laboratories and the members was stressed by the Committee as a means of bringing technical information resulting from the work of the Laboratories more promptly to the attention of those needing it for operating control. Plans were made at the meeting for regular issuance of a technical news letter on a monthly basis, alternate issues highlighting information from the Washington and Western Laboratories.

The Committee also heard reports on activities in the several departments of each Laboratory, and on lines of work carried on in cooperation with other agencies. Among the latter were a program launched this year in cooperation with the Canning Machinery and Supplies Association on sanitary design and operation of canning equipment, and another of cooperation in a two-year project on canner waste disposal being conducted by another agency under government contract in six Eastern states.

Movement of Canned Corn

Shipments of canned corn out of canners' hands during the three months of August, September and October totaled 10,626,000 cases, about 1.25 million cases more than canners' shipments during the corresponding period of 1955. It is significant to note that this increase in movement of corn out of canners' warehouses has apparently moved on into consumers' hands. Wholesale stocks of canned corn on November 1 totaled only 4,085,000 cases compared with 5,300,000
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N.C.A. Quality Control Seminar

A one-day seminar on statistical quality control in the canning industry will be held at the N.C.A. Western Research Laboratory, Berkeley, Calif., on December 13.

Opportunity will be provided for discussing successful applications of statistical methods in canneries and for asking questions. Persons who wish to attend the seminar should write to the Berkeley laboratory, attention Norman Olson, listing the subjects they would like to have discussed.

Movement of Canned Corn

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cases on November 1 a year ago. It would appear from these comparisons that about 1.5 million more cases of corn moved beyond the wholesalers' warehouses than during the corresponding period a year ago.

No comparable figures are available for retailers' stocks, but it is reasonable to assume that there has been no appreciable build-up of stocks at the retail level. If that assumption is warranted, it is fair to conclude that there has been a net gain over 1955 in consumer buying of about 1.5 million cases for the three-month period.

Activities in the current promotion of canned corn by N.C.A., C.M.I., the container companies, and USDA were continuous this week. Some of the detail of the various consumer and trade efforts is reported below:

CONSUMER PROMOTION

One result of contact work with the newspaper syndicates was the issuance December 5 by The Bell Syndicate of a special feature in their column, "By the Chef," which is widely distributed to hundreds of newspapers across the country. The lead paragraph stated: "Canned corn, whole kernel or cream style, can be a very versatile pantry-shelf staple. Besides being delicious by itself, it lends color and flavor to all sorts of main dishes." The feature then gave recipe instructions for "Chuck Wagon Stew," "Corn and Chili Meat Balls," and "Corn Cheese Fondue."

Jane Nickerson, food editor of the New York Times magazine, included corn in her Thanksgiving menu recommendations, published in the Sunday Times of November 18. In her lead text she recommended as "delicacies to be included in the holiday feast: Corn (in bread and soup)." The illustration accompanying the article pictured corn muffins, corn

sticks, and cream of corn soup, and these, of course, were included in her detailed recipes.

The Sunday, November 25 issue of the Milwaukee Journal devoted a half page to "Abundance of Corn Profits Both Meals and Budgets," by Clarice Rowlands, food editor. A color photograph showing five uses of canned corn illustrated the article and recipes were given for the foods shown. They were "Corn with Dried Beef—with Scrambled Eggs," "Corn Pork Chop Bake," "Corn Relish," "Salmon Corn Fondue," and "Corn in Cream." The N.C.A. Consumer Service Division supplied the color photograph, recipes and information for use in the article.

Additional information supplied in the N.C.A. fact sheet sent to newspaper food editors was used in the column introducing the recipe feature. Miss Rowlands pointed out the variety of ways canned corn can be used to improve menus. She included information on types of corn canned, can sizes, some interesting history in the development of the present quality of the vegetable, and size of pack.

In Cleveland this week Katherine R. Smith, Director of the N.C.A. Consumer Service Division, demonstrated the use of canned corn on a television show and recommended canned corn and ways to use it on a radio program.

The Can Manufacturers Institute last week issued their brochure giving details of its corn promotion program and containing many organized efforts to reach consumers with the corn message. Six separate illustrated recipes are being released to the metropolitan dailies, weeklies, Sunday papers, totaling 1,000 in 800 markets with a total combined circulation of 97 million readers. Releases are also being made to the Sunday supplements reaching 21 million. Twenty of the newspaper syndicates with 50 million total circulation are being provided with material. On October 15, the first of a six-month program of releases reaching 3,000 radio and TV stations was started. Special network TV programs are being approached and it is announced that the Garroby Show will feature canned corn on one of its future programs. Publicity is being released to food editors of all the national women's magazines, it is stated in the brochure. Magazine advertising bookings are being planned for appearances following the New Year.

TRADE PROMOTION

In the C.M.I. corn promotion brochure it is indicated that publicity

is being released to the grocery trade papers telling the story of the continuing consumer drive behind canned corn. C.M.I. has started and is continuing a program of contacts with retail organizations representing a total of 11,386 stores, plus large wholesale groceries. Distribution contacts are being made with distributor trade associations and C.M.I. is approaching the large advertising food manufacturers requesting inclusion of canned corn in recipe advertising promotions they release. Display material is being prepared for use of retailer.

The U. S. Wholesale Grocers Association in its November 28 bulletin to members featured the N.C.A. release which gave store display and advertising ideas to promote canned corn. Generous quotations were used from the *Canned Foods Merchandiser*, issued last week under the N.C.A. Consumer and Trade Relations Program, and described in the November 24 INFORMATION LETTER.

Consumer Service Division

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program over station WHK. The interview covered current supplies of canned foods, their increasing consumption, and the contribution of industry research in the production of present high quality canned foods.

Moselle Holberg, Assistant Director of the Division, held conferences November 12-21 with leaders in the home economics and publicity fields in New York State.

The publications and services of the Division were discussed with state and city home economics and school lunch supervisors, university teachers, business home economists, newspaper food editors, radio and television people, extension and public health leaders. Miss Holberg visited the following cities: Buffalo, Rochester, Ithaca, Syracuse, and Albany. She also represented the National Home Economists in Business at a meeting of the Rochester, N. Y., group while in that city.

Gloria Hansen, N.C.A.'s test kitchen home economist, spent November 15 at Cornell University, Ithaca, N. Y. The Cornell educational and training programs for people in the profession of institutional feeding are outstanding. Miss Hansen visited both the Department of Institution Management in the College of Home Economics, and the Hotel Administration department on quantity food work and recipe testing. Conferences were held with administrators of both departments.

Stocks of Canned Foods on Nov. 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, corn, and peas have been issued by the N.C.A. Division of Statistics, and

detailed reports covering the November 1 stock and shipment situation have been mailed to all canners of these products.

	Carry-over month	Case basis	Canners' Stocks, Season Shipments					
			Total Supply	Nov. 1		to Nov. 1		
			1955	1956	1955	1956	1955	1956
(thousands of cases)								
Apples.....	Aug.	6/10	2,585	2,432	1,751	1,524	834	928
Applesauce.....	Aug.	actual	9,470	10,350	6,247	6,854	3,223	3,495
Corn.....	Aug.	actual	34,530	44,390	25,104	33,764	9,426	10,626
Peas.....	June	actual	33,096	35,152	19,303	20,849	13,792	14,303

Federal Use Tax Return on Highway Motor Vehicles

The Internal Revenue Service released on November 21 the "Federal Use Tax Return on Highway Motor Vehicles" Form 2290 (Oct. 1956). This new "use tax" went into effect last July 1 to help finance the Federal highway program. Copies of the form may be obtained on or about December 3 from any District Director of Internal Revenue.

The use tax applies for each tax year beginning July 1 and ending the following June 30. The first return on Form 2290 (Oct. 1956) is to be used by vehicle owners for reporting tax on vehicles used at any time in July, August, September, October, or November, 1956. The tax applies whether or not the vehicles were used before July, 1956.

The return on Form 2290 (Oct. 1956) may be filed at any time during December or January, but not later than January 31, 1957. To obtain a deduction for the use tax for income tax purposes, in the calendar year 1956, a cash method taxpayer must file this return and pay the tax before January 1, 1957.

Future returns will be due by the end of the month following the month a vehicle is first used in the tax year. For example, a return is due on or before January 31, 1957, for vehicles which, during the tax year ending June 30, 1957, are first used in December, 1956. Future returns are to be filed on Form 2290 (Rev. Jan. 1957), copies of which may be obtained from District Directors early in January, 1957.

Final regulations on the use tax have not yet been promulgated by the IRS. A proposed regulation was published recently in the *Federal Register*, and the Secretary of the Treasury is reported to have approved the following schedule to be used in determining the taxable weight of individual trucks and buses:

Category	Single units	Taxable gross weight (pounds)
A	2 axled truck equipped for use as a single unit with actual unloaded weight of 13,000 pounds or more.....	27,000
B	3 or 4 axled truck equipped for use as a single unit, with actual unloaded weight of at least 13,000 pounds and less than 16,000 pounds.....	30,000
C	3 or 4 axled truck equipped for use as a single unit with actual unloaded weight of 16,000 pounds or more.....	40,000
Combinations		
D	2 axled truck-tractor with actual unloaded weight of at least 5,500 pounds and less than 7,000 pounds.....	30,000
E	2 axled truck-tractor with actual unloaded weight of at least 7,000 pounds and less than 9,500 pounds.....	40,000
F	2 axled truck-tractor with actual unloaded weight of 9,500 pounds or more.....	50,000
G	2 axled truck with actual unloaded weight of at least 9,000 pounds and less than 12,000 pounds and equipped for use in combinations.....	40,000
H	2 axled truck with actual unloaded weight of 12,000 pounds or more and equipped for use in combinations.....	55,000
I	3 or 4 axled truck equipped for use in combinations.....	60,000
J	3 or 4 axled truck-tractor.....	60,000
Buses		
K	Buses—Taxable gross weight is actual unloaded weight of vehicle plus 150 pounds for each unit of seating capacity provided for passengers and driver.	

Wholesale Distributors' Stocks of Canned Foods

A report on stocks of 13 canned foods in the hands of wholesale distributors on November 1 has been issued by the Bureau of the Census, U. S. Department of Commerce.

Commodity	Nov. 1 1955	July 1 1956	Nov. 1 1956
(thousands of actual cases)			
Vegetables:			
Corn.....	5,300	3,520	4,085
Peas.....	4,038	n.a.	3,679
Sauerkraut.....	879	640	652
Fruits:			
Apples.....	453	446	474
Applesauce.....	1,249	1,305	1,390
Cherries, R&P.....	666	531	650
Grapefruit segments.....	460	447	371
Pineapple.....	2,290	1,881	1,858
Juices:			
Citrus blends.....	390	495	360
Grapefruit.....	985	1,042	726
Orange.....	1,024	1,303	948
Pineapple.....	1,210	1,065	1,499
Fish:			
Maine sardines.....	354	184	388

n.a.—not available.

Availability of N.C.A. Movie Announced to All TV Stations

Program directors of the 431 TV stations in the country received this week a letter and an announcement that black and white prints of "The Three Squares," the canning industry movie produced under the current N.C.A. Consumer and Trade Relations Program, are available for showing free of charge from the U. S. Department of Agriculture.

The mailing included the flyer describing and illustrating "The Three Squares," a letter from Executive Secretary Carlos Campbell, and a return postcard enabling the program directors to order prints for showing. Text of Mr. Campbell's letter is as follows:

In 1957, the National Canners Association will pass its fiftieth year, and the industry it represents will near its hundred and fiftieth. Canned foods have become so much a part of our daily meal planning that we sometimes tend to forget how much difference they make to us, how much time and money they save us, and how far they extend the range of foods available to us every day of the year.

The accompanying folder describes "The Three Squares," a public service film made cooperatively by the U. S. Department of Agriculture and the National Canners Association, to give people a picture of the canning industry in all its phases. It includes field and factory scenes, sequences illustrating the development of food preservation, a brief survey of the improvements in the canning process through the years, as well as the part science plays in making it a success.

Since nearly every shopper in the land puts a good supply of canned foods in her market basket, "The Three Squares" should have a strong appeal to your audience. People are always interested in learning the background of the items that they depend on from day to day; this film tells its story in a lively fashion.

Copies for television showings are available free of charge from the U. S. Department of Agriculture. If you would like the film for showing on your station, just mail the attached post card.

N.C.A. Movie Shown

"The Three Squares," N.C.A.'s industry movie, was presented recently before two Iowa audiences, with Guy Pollock introducing and explaining the film. The Marshalltown Rotary Club of 110 members and 30 members of the staff of the Horticultural Department of Iowa State College viewed the movie. At Iowa State Mr. Pollock also gave a talk on the future of the canning industry.

Northwest Fish Cannery, at Joint Meeting, Honor Dr. Clark

Dr. Ernest D. Clark was honored this week in Seattle at special ceremonies at which his outstanding service as Director of the N.C.A. Northwest Branch was recognized.

Tribute was paid to Dr. Clark by many friends and associates in the salmon industry and also officially, on behalf of the N.C.A., in recognition of his many contributions to the industry. He had retired last August 1 after having been Director of the Northwest Branch since 1919 and secretary-treasurer of the Association of Pacific Fisheries for many years.

At a special ceremony, held November 27 during the 43d annual convention of the Association of Pacific Fisheries and the 38th annual meeting of the N.C.A. Northwest Branch, Dr. Clark was presented an illuminated scroll on behalf of the officers of the N.C.A., in formal recognition of his distinguished service. The scroll reads:

"Presented to Ernest D. Clark, founding Director of the Northwest Branch of the National Cannery Association, upon his retirement, in grateful appreciation of his thirty-seven years of devoted service to the Northwest Branch of this Association and the salmon industry and as a well deserved tribute to his wisdom and integrity and his distinguished contributions to food science and the technology of food preservation."

The scroll had been signed by President William U. Hudson and Executive Secretary Carlos Campbell. The presentation to Dr. Clark was made by George E. Steele, Jr., Director of the N.C.A. Fishery Products Division.

Mr. Steele also had a prominent place on the program of the joint meeting. He reported on action taken thus far to implement the reorganization of the Fish and Wildlife Service which was enacted by the last Congress (see INFORMATION LETTER of Nov. 10, page 344).

Walter Yonker, Manager of the Northwest Branch, reported on the 1956 salmon inspection, of which he also is Chief Examiner. Dr. G. Ivor Jones, Assistant Manager, described salmon standards work and activities of the chemical laboratory. Guy V. Graham, chairman of the Northwest Branch Building Committee, gave a report for his committee.

Other speakers included Milton E. Brooding, reporting on recent meetings of the International North Pacific Fisheries Commission, of which he is chairman of the U. S. section; Edward

W. Allen, on a proposed pink salmon treaty between the U. S. and Canada; W. C. Arnold, on current problems in the salmon industry; and Guy P. Halferty and Charles H. Alhadeff, on industry problems.

N.C.A. at State Meetings

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Canners and Freezers Association on agricultural policy, with emphasis on federal marketing orders.

MISS SMITH AT OHIO

Miss Smith described the changing requirements and consumer demands in today's way of living, and pointed out the many sources of information and help that the homemaker now has at her disposal in the planning and preparation of meals. She presented slides to illustrate the types of media now being used to furnish information about canned foods to consumers. Such media include materials for schools, newspapers, magazines, radio, and television, as well as recipe books for home, school lunch and institutional use.

While in Cleveland for the Ohio meeting, Miss Smith also appeared on homemaker demonstrations on television and radio shows as the special guest of the regular television performer.

MR. BUDD IN GEORGIA

Mr. Budd's report on the current C.&T.R. Program covered the aims and policies of the program, its two directional (consumer, trade) character, and the committee-staff-agency responsibilities and duties.

Mr. Budd illustrated his remarks by showing the film strip presenta-

tion of the C.&T.R. projects, which he brought up to date with an account of more recent activities such as the emergency canned corn promotions and special publicity plans for the forthcoming 50th anniversary of N.C.A. His talk was concluded with a showing of the new industry movie "The Three Squares."

MR. HEINEY AT MICHIGAN

Mr. Heiney told the Michigan meeting about the 20-year-old issue over legislation which would authorize federal marketing orders on canning crops, and outlined the background for the canning industry's historic opposition to that type of legislation.

Canned Ham under P. L. 480

The USDA on November 28 announced issuance to Spain of an authorization to finance purchase of up to \$1 million worth of canned hams under Title I of P. L. 480. Authorization No. 17-36 provides for purchase of approximately 1,587,000 pounds of canned hams originating from hogs produced in the U. S. and prepared in an official establishment.

Copies of the purchase authorization and the specifications may be obtained from the Foreign Trade Programs Division, Foreign Agricultural Service, USDA, Washington 25, D. C.

Sales contracts made between suppliers and importers during the period December 4-February 28 will be eligible for financing. Shipments from U. S. ports may be made between December and March 30.

Purchases of the canned hams will be made by Comisaria General de Abastecimientos y Transportes, Almagro No. 33, Madrid, Spain.

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